

ABSTRACT OF THE DISCLOSURE

PHOTO-LABILE PRO-FRAGRANCE CONJUGATES

The present invention relates to photo-labile pro-fragrance conjugates comprising:

- a) a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-fragrance unit; and
- b) a pro-fragrance unit, which when so released is either
 - i) a pro-fragrance compound capable of releasing a fragrance raw material; or
 - ii) a fragrance raw material.

The present invention relates to systems for delivering fragrances to a situs, and to laundry detergent compositions, fine fragrances, personal care and hair care compositions comprising said systems.